

A TRANSFORMATION OF ADVERTISING – INNOVATIVE BUSINESS FORMATS WITH ADVERTISING INTEGRATED INTO THE BUSINESS

Moderator: Marcos Cabrera - Director of New Advertising Formats and Future – Globo

The Advertising Market is much more competitive than it was ten years ago. Consumer habits are changing, driven by new technologies.

Many advertisers are adopting the D2C (Direct to Consumer) strategy so that they can have more and more knowledge about their consumers in order to add value to them.

Media companies will evolve in partnership with advertisers, participating in the journey of building their brands, supporting them in achieving their KPIs, seeking to connect with their target audience, forming new business models through innovative advertising products through creativity and technology and that generate effective value for these advertisers.

Speaker:

- **Leonardo Pontes - Digital Product Manager - Globo**
- **Gabriela Amarante - Media Manager - L'oreal**



Marcos Cabrera - Director of New Advertising Formats and Future – Globo

With a degree in engineering from USP and an MBA in Economic and Strategic Business Management from FGV, Marcos Cabrera is director of New Formats and Future at Globo. He started at the company in 2013, as Director of Market Intelligence in the Digital Media Marketing area, working in several areas within Globo such as Commercial Operations, Digital Products and Projects, Merchandising and Content Project Planning. Previously, he worked in the advertising market at agencies such as Havas (MediaContacts), Ogilvy, AgenciaClick and X%



Leonardo Pontes - Digital Product Manager - Globo

Digital Product Manager at Globo, where he started his journey in 2014 as a trainee and went through areas such as Business Research & Development, Digital Creation, Account Manager, Commercial Development. HE has experience in topics such as innovation, agile methodology, product management, commercial strategies focused on advertising and marketing, business development, management of multidisciplinary teams. Leonardo has worked in companies such as Itaú, Colgate, Walt Disney Company and Mercedes-Benz.



Gabriela Amarante - Media Manager - L'oreal

I am a multi-platform media professional with solid experience in large advertising agencies and in the industry. I currently work at L'Oréal. Digital enthusiast, data driven and always focused on business results, I believe in good ideas and execution excellence.